MULTIMEDIA UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

# FINAL EXAMINATION

**TRIMESTER 3, 2022/2023**

## DLE 5127 – MEDIA LAW AND ETHICS

(All sections / Groups)

2nd October 2023
2.30 p.m.- 4.30 p.m.
(2 Hours)

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**INSTRUCTIONS TO STUDENT**

1. This Question paper consists of **two (2)** printed pages including the cover page.
2. Answer **ALL FOUR (4)** questions.
3. Marks allocation is shown at the end of each question.
4. Please write all your answers in the Answer Booklet provided.
5. You **must support** your answer with case law and statutory provisions, where necessary and relevant.

## QUESTION 1

Barbie decided to fly to the Maldives for a holiday with her husband Ken. She booked flight tickets for both of them online through WayangKulit Air ("WKA") and keyed in the data requested on the website, including her personal information, address, her email address, and credit card details. At no point was Barbie advised about the personal data protection policy of WKA.

Barbie and Ken flew to Maldives, had an enjoyable time, and came back to Malaysia.

A couple of weeks later, Barbie was shocked to receive marketing emails from various organisations which she had never heard of. She knew that she did not give them any information about herself, let alone share her email address with them. In fact, the last time she shared her personal information was with WKA. She wrote to WKA and requested them to have access to her personal information stored in their database and also an explanation why her information was given to third parties. WKA not only refused access but arrogantly informed her that as she had submitted her data to them, they can do as they please with the data.

Understandably upset, Barbie comes to you for advice. She briefs you about the whole scenario and asks you what her rights and legal redress are. She also wants you to advise her on steps she can take against WKA. Upon checking, you discover that WKA is not registered as data user under the Personal Data Protection Act 2010.

Advise Barbie on her rights and responsibilities of WKA as well as the penalties under the Personal Data Protection Act 2010. You must explain the key definitions in the Act.

(25 marks)

## QUESTION 2

Fiza, a senior editor of Glamour Girls (GG) published several controversial stories of a young socialite and entrepreneur personality, Vadi. The stories include interviews collected from her previous relationship, her close friends and business partners. The stories were criticised in social media platforms to be defamatory by Vadi's followers and friends. Fiza seeks your advice as a legal representative of GG on her possible liabilities under the Defamation Act 1957. Explain to her the definition of defamation, the types of defamation and available defences to an action of defamation with reference to case law.

(25 marks)

## QUESTION 3

Ken wants to write a book on Media Law in Malaysia. As this will be a new work in the academic field, he is worried that his book may be either copied, through printing or uploaded online without his permission. He seeks your advice on how to protect himself as an author under the copyright laws of Malaysia.

(25 marks)

**Continued..**

## QUESTION 4

"Learn the netiquette before you participate in new online activities" - David Chiles, The Principles of Netiquette.

Explain at length the concepts of Computer Ethics and Netiquette and describe the ten (10) rules of Computer Ethics and ten (10) rules of Netiquette.

(25 marks)

**TOTAL: 100 MARKS**

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